The Corporation of The City of London
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Development Proposal for Old East Village

A 600-unit residential building is being proposed for the Old East Village, with the potential of adding 1,000 – 2,000 residents to the area. The development proposal, which would be built in a block bound by King, Dundas, Hewitt and Lyle streets, includes a three-storey base, a nine-storey mid-rise component and two towers of 21 and 24 storeys. The proposal also calls for a two-storey building fronting Dundas Street.

"The City has worked diligently on revitalizing this area for many years, so this type of proposal is very exciting," said Mayor Anne Marie DeCicco-Best. "This is exactly the type of high quality urban design project that Council has been looking at in other cities such as Vancouver and Downtown Toronto."

The proposal has been submitted by Medallion Developments, a privately-owned, Toronto-based, real estate development and property management company. Medallion Developments is firmly rooted in the tradition of excellence that began over 50 years ago. The company's projects include residential subdivisions and multi-family apartment communities throughout the Greater Toronto Area (GTA). Medallion's portfolio is comprised of a full spectrum of real estate holdings: from high rise residential buildings to commercial office, retail and industrial properties. Medallion is considered one of the most progressive property owners in the country.

"This project represents a major investment in the Old East Village that will spark further investment in the area and move the revitalization of the Old East Village ahead," said Sarah Merritt, Manager of the Old East Village Business Improvement Area (BIA).

"By putting 'feet on the street', this project will have a major impact on the revitalization of the Old East Village, furthering the renaissance that has been underway for some time," said Gord Hume, a member of the Board of Directors for the Old East Village BIA and London City Controller.

London City Council and the Old East Village BIA have worked together on the revitalization of the Old East Village. Council has established a Community Improvement Plan for the area, established an incentive program and created one of the largest heritage conservation districts in Canada.

"This is an exciting development for the Old East Village and I am looking forward to seeing more of the details of this project," said Stephen Orser, Ward 4 Councillor.

Proposals such as this one by Medallion Corporation have the potential to add thousands of residents to the area, which will then create demand for commercial services, allowing the area to revitalize. The zoning amendment application is the first step in the development process.

This zoning by-law amendment application will be reviewed by City of London staff for appropriateness from a land-use planning perspective. The application will then be subject to a public participation meeting expected to be held this summer, and finally Council approval.